

# Guide to setting up a Market Stall

## 1 Research

Research potential markets to sell at. You know your customer best. So, visit the market before committing to evaluate whether it will appeal to your ideal customers. Also, is there room for you? If your products are already sold by two established vendors in the market place, there may not be room for you.

## 3 Price appropriately

Overpricing is a surefire way to make customers walk in, and walk straight back out. Do your research and see what other successful businesses are charging. Though don't sell yourself short! Remember\* Appealing to your customers is great, but you still need to cover your expenses! Do the math.



## 4 Be prepared

Nothing sucks more than being handed \$50 note after \$50 note and having absolutely no change to give your customer! Remember to have your float ready for this. Bring plenty of products incase you need to restock. Don't forget your business cards so that customers can follow you on social media.

## 5 Get social

In 2019, you're lucky to have free marketing at your finger tips - social media. Connect with your customers, make sure they know what you have, where you will be and when! Don't forget to tag the page of the markets you will be attending in your posts.



## 6 Customer service

Don't sit behind a table with your eyes glued to your phone! Get to know your customers, find out what they want, and how they feel about your products. There are many designers and producers that debuted at the markets and launched into success, this is how to follow their footsteps. Though don't oversell, some customers like to be left alone to browse.

## 7 Get covered

Conditions differ from market to market, some may include public liability, though most require you to sought out your own cover of at least \$20 million. If the market includes insurance, find out what it covers you for, as it may not be sufficient for what you will be selling. Also, to ensure you are covered by your insurance policy, you must comply with local legislation, such as the Australia & New Zealand food standards code.

